



NEWS



from the National 5 A Day Program

A public-private partnership to promote consumption of fruits & vegetables

July 2001

The National 5 A Day Partnership Taking the Program into the Future

NCI has recently undertaken a thorough review of the National 5 A Day-for Better Health Program, resulting in a series of recommendations for the next phase of the Program (visit www.5aday.gov for the online report). The most significant recommendation was for national expansion. The National 5 A Day Partnership is the umbrella entity that will guide the Program into the future. The Partnership is led by the 5 A Day Steering Committee, which consists of key organizations interested in promoting fruit and vegetable consumption. Organizations represented on the Committee include NCI, CDC, USDA, PBH (Produce for Better Health Foundation), United Fresh Fruit and Vegetable Association, Produce Marketing Association (PMA), Dole Food Co, Inc., American Cancer Society, and the National Alliance for Nutrition and Activity (NANA). A State Health Promotions Director and a 5 A Day State Coordinator complete the group.

The goal of the expansion is to integrate 5 A Day into each agency's and organization's programmatic efforts and to support the expansion of 5 A Day programs in each state. To bring this vision to fruition, the Steering Committee will provide oversight and support to five subcommittees: Communications; Research/Evaluation; State, Regional, and

Community Organizations; Industry; and Policy. Each subcommittee will create its own vision and strategic plan for how it will support the vision and strategy of the Partnership. The following timeline is planned for 2001 to facilitate the national expansion of 5 A Day:

- Strategic Planning **Phase I** (May 21) - Steering Committee Meeting of the National 5 A Day Partnership;
- Strategic Planning **Phase II** (June 26-28) - Subcommittee Meeting to create visions and action plans for supporting the overall strategy;
- Strategic Planning **Phase III** (August 14)- Steering Committee Meeting to share the subcommittee strategic plans;
- Strategic Planning **Phase IV** (September 20-22) - National 5 A Day Meeting to share the full Partnership plan with all members and "stakeholders." In addition, training occurs for all 5 A Day community stakeholders.

To foster successful outcomes once strategic plans are implemented, the National 5 A Day Steering Committee and Subcommittee Chairs will hold regular conference calls and annual meetings to assess progress and make necessary adjustments.

NCI and AHRQ Collaborate to Enhance Report Utility

To clarify what is known about the efficacy and effectiveness of behavioral interventions in promoting dietary change, a systematic review was undertaken to synthesize the findings of 92 studies that report the impact of behavioral interventions on dietary outcomes. The following outcomes were considered to be relevant to cancer risk: dietary fat intake, and consumption of fruits and vegetables.

The resulting publication is the *Evidence Report on the Efficacy of Interventions to Modify Dietary Behavior to Cancer Risk* (for more information on the Report, go to www.ahrq.gov/clinic/dietsumm.htm).

To enhance the utility for potential Report users, NCI is collaborating with the Agency for

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Recent 5 A Day Research Publications

Anderson JV, Bybee DI, Brown R, McLean DL, Garcia EM, Breer ML, Schillo BA.; 5-A-Day fruit and vegetable intervention improves consumption in a low income population. 2001; JADA; 101(2):195-202.

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New Grants in Nutrition & Behavior Change

Health Promotion Research
Branch

Crane, Lori; University of
Colorado; Goal Setting for
Health Behavior Change
Among Children.
1-R03CA79413-01

Demark-Wahnefried,
Wendy; Duke University
Medicine Center; Promot-
ing Health in Prostate
and Breast Cancer
Survivors.
1-R01-CA-81191-01A2

Gans, Kim; Memorial
Hosp of Rhode Island;
Tailoring Nutrition for
Low-income Audiences.
5-R01CA81828-01A2

Gans, Kim; Memorial
Hosp of Rhode Island
Innovative Video Tailoring
for Dietary Change.
1-R01-CA86066-01A1

Killen, Joel D.; Stanford
University; Effects of a
Parent Video on Hispanic
Children's Weight.
1-R21-CA89289-01

Patrick, Kevin; San Diego
State University; PACE+:
Counseling Adolescents
for Exercise & Nutrition.
1-R01-CA-61495-01A1

Patrick, Kevin; San Diego
State University; Counsel-
ing for Overweight
Women for Diet & Activity.
1-R01-CA-85873-01A1

Prochaska, James;
University of Rhode
Island; School Computer
Program for Teens for Six
Cancer Risks
1-R01-CA-85999-01

Glorian Sorensen; Dana-
Farber Cancer Institute;
Cancer Prevention for
Unionized Blue Collar
Workers.
1-R01CA84387-01

5 A Day Success Stories

ARMY 5 A DAY CHALLENGE

*Reynolds Army Community Hospital
Ft. Sill, Oklahoma*

Soldiers and employees were challenged to eat "5 A Day" during National Nutrition Month in March, in an event sponsored by the Outpatient Nutrition Clinic of the Reynolds Army Community Hospital. The contestants committed to eating more fruits and vegetables and tracking the number of servings consumed during the month. They received a guidon (symbolic of military unit pride/tradition) and thumbtacked it to "climb" up a "fruit and vegetable mountain", along an increasing scale of numbers corresponding to their running total of servings consumed.

The contest's success is marked by the level of participation and the level of excitement, as seen by the friendly competition among the physicians, soldiers and employees. Awareness and consumption is reported to have increased, and some participants noted weight loss and continued "good eating habits" after the contest. All participants received a certificate of achievement, while those reaching the goal also received vegetable pasta dish and an audiotape "Everyday Healing Foods".

ILLINOIS

"Food and Fitness: Build A Healthy Lifestyle"

The Illinois Department of Human Services promoted 5 A Day for employee wellness during National Nutrition Month. Four presentations on "Food and Fitness: Build A Healthy Lifestyle" were delivered to over 55 employees from three state agencies. The topics included 5 A Day, the Food Guide Pyramid, and physical activity. Demonstration of a 5 A Day recipe along with food samples were part of the presentation.

Results of a pre/post test will be used to answer the question, "Would employees of a health agency have more nutrition knowledge than employees of an agency that does not deal with health or nutrition issues?"

Overall, the agency employees without exposure to nutrition messages scored lower in nutrition knowledge than the employees in the two agencies with more consistent exposure to nutrition messages. The results showed the presentations resulted in an increased awareness on "5 A Day", the Food Guide Pyramid and physical activity from all three agencies.

ALABAMA

Uniontown Farmers Market Project Alabama Department of Public Health

The Uniontown Farmers Market Project is a nutrition initiative to increase availability of fresh fruits and vegetables to citizens of Uniontown. Uniontown is a rural, low-income community in the "Black Belt" of Alabama. The project was supported by CDC funds to reduce racial and ethnic disparities in cardiovascular disease and related risk factors.

The Uniontown Farmers Market Project follows the Uniontown Health Project — a successful community-based cardiovascular health intervention program of the University of Alabama, Birmingham (UAB). Lay leaders were recruited from the community and trained as Community Health Advisors (CHA's) to conduct health promotion/disease prevention activities.

The market was established jointly by the City of Uniontown, the Alabama Farmers Market Authority, the Alabama Cooperative Extension System, the Alabama Department of Agricul-

ture and Industries, UAB, and the state health department. Farmer recruitment and training preceeded the market opening in May 2000 with a community wide celebration. CHAs coordinated all promotional activities and conducted an accompanying health education campaign. The NCIs *5 A Day Program* and CDC's *Physical Activity, It's Everywhere You Go Campaign* materials were widely used. An emphasis was placed on the elementary school, where coupons redeemable for fresh produce at the farmers market were distributed.

Evaluation of the Project included telephone surveys, customer intercept surveys, and farmers surveys. Despite a drought, which seriously decreased the variety and quantity of produce, the market was a tremendous success. This year it will continue to operate as part of the USDA Nutrition Farmers Market Program and will focus on seniors.

SPOTLIGHT ON...

Sharon Sass

Sharon Sass, Arizona's 5 A Day State Coordinator, has been immersed in public health nutrition since 1983. Sharon is one of the few original State 5 A Day Coordinators still at the helm. Her stewardship of the Arizona 5 A Day Program began in 1993 and in January 2000, Sharon became the Community Nutrition Team Leader for the Arizona Department of Health Services. Sharon completed her B.S. from the University of Nebraska-Lincoln and her Dietetic Internship at Barnes Hospital in St. Louis, Missouri. During 1993, the Arizona Grown/5 A Day program was launched as a collaborative effort between the Arizona Department of Agriculture and state health agency to promote a "locally grown" 5 A Day campaign.

Recently, under Sharon's leadership, the Arizona 5 A Day program developed and successfully implemented two major initiatives for school-based and low income populations. The school initiative was launched in 1998 as a statewide program by the Community Nutrition Program. Also, a standardized, interactive 5 A Day curriculum for low income third grade students was developed through Sharon's efforts. Over 5,000 students participate each year in the classes and show significant increases in knowledge and behavior change in pre/post-testing.

The low-income initiative started in 1999 when the Arizona Nutrition Network (directed by Sharon and funded by the USDA Food Stamp Nutrition Education Program) began social marketing and community education to promote 5 A Day to food stamp eligible individuals. With an initial target audience of low income Hispanic women and children, the Network used funds to pay for advertising in Spanish language media and community education efforts. In 2002, the target audience will include a general low income audience and messages broadened to include physical activity. Twenty focus groups are being conducted to develop tailored materials. The Network budget for FY2002 will exceed \$4 million, with nearly half designated to communities for nutrition education efforts.

Sharon says, "The proof of our success is in what people eat -- changing the dietary habits of people in Arizona is our goal." The Behavioral Risk Factor Surveillance Survey data for Arizona shows that this success is being achieved under Sharon's tutelage -- in 2000, 36.9% Arizonan's eat "5 A Day", whereas in 1991, only 17.1% did so.

NCI COMMUNICATIONS UPDATE

September 00- March 01

Guided by the recommendations of the Scientific Advisory Committee and recent findings from consumer focus groups on fruit and vegetable consumption, NCI will reshape the 5 A Day Program to focus on expanding the target audience to include minorities and low income groups, enhancing media outreach strategies, and developing media and communication evaluation tactics. The following can be found on www.5aday.gov:

Television Programming Over the past year, NCI produced 104, 90-second TV news inserts of the "Do Yourself a Flavor" (DYAF) with Graham Kerr. TV stations airing the spots have tripled, to a total of 53 nationwide. Recently, more stations in rural areas have begun to air the program. The new spots include more behavioral and nutrition messages, and an enhanced focus on canned, frozen and dried fruit and vegetables.

5 A Day Week The 2000 campaign theme, "Fruits and Vegetables, by Popular Demand", focused on promoting behavior change by encouraging consumers to request and serve healthier choices. The message was delivered through print media, TV, radio, Internet organizations, and to special populations, reaching 27.6 million people. The September 9-15, 2001 theme, "5 A Day: Yes You Can!", focuses on building consumers' confidence to eat more fruits and vegetables. Press kits were sent to over 100 magazine editors. Editors of ethnic publications, received materials tailored to those audiences.

Winter 2000 Promotion: "Getting to the Roots of a Healthy Holiday" This promotion highlighted cultural fruit and vegetable traditions and their use in holiday meals and recipes. This promotion resulted in over 15 million media impressions, including NAPS placements in newspapers (1 million); on radio (over 5 million); and Internet (over 8 million).

Spring 2001 Promotion: "Sample the Spectrum" "The colorful and lively seasonal theme was created to encourage consumers to link color with the phytonutrients associated with them in certain fruits and vegetables. Thus far, the campaign is proving to be successful, garnering over 20 million impressions with placements in 6 magazines, 23 newspapers; 2 internet sites, 4 Latino radio and 1 TV station. Media kits were distributed to over 400 African American and 200 Hispanic media outlets, and 75 journalists.

Publications (cont'd from p.1)

Cullen KW, Baranowski T, Rittenberry L, Cosart C, Hebert D, and De Moor Carl. Child-reported family and peer influences on fruit, juice and vegetable consumption: reliability and validity of measures. 2001; Health Ed Res;16(2):187-200.

Cullen KW, Baranowski T, Smith SP. Using goal setting as a strategy for dietary behavior change. 2001; JADA;101:562-566.

Tibbs T, Haire-Joshu D, Schechtman KB, Brownson RC, Nanney MS, Houston C, Auslander W. The relationship between parental modeling, eating patterns, and dietary intake among African-American parents. 2001; JADA; 101(5); 535-541.

RESOURCES ONLINE!

www.5aday.gov

NCI's new website features information on the *5 A Day* program, the NCI and CDC interactive website for consumers on *5 A Day* & physical activity, and recipes from Graham Kerr TV/radio spots!

www.5aday.com

The Produce for Better Health Foundation's new online *5 A Day* catalogue offers promotional and educational resources for community-based *5 A Day* activities.
(or call 1-888-391-2100)

aboutproduce.com

This new consumer website was developed by the Produce for Better Health Foundation and the Produce Marketing Association. Visitors will find healthy recipes, health facts, nutrition information, fruit and vegetable trivia, and more.

NCI's Hotline! 1-800-4CANCER

NCI's Cancer Information Service provides information on *5 A Day* and other cancer-related topics.



1st International Food Synergy Conference Health Benefits of Whole Foods for Disease Prevention

Over 140 attendees and 20 internationally known researchers from the food, nutrition and science community gathered in Washington, D.C., May 10-11 at the First International Conference on Food Synergy to discuss the importance of whole foods, rather than singular dietary components or nutrients, as the key dietary approach to maximizing health and disease prevention.

Co-sponsored by the Produce for Better Health Foundation and General Mills, Inc., the conference addressed the growing research supporting the concept of food synergy – nutrients working together to create a greater health effect from their interaction in the context of a whole food as opposed to artificially isolated nutrients in the form of pills. Studies suggest that the full benefit of one nutrient may depend on its reaction with other substances present in a food. As a result, researchers are increasingly aware that maximum health benefits from specific nutrients may come in their original package as a whole food.

As the first conference of its kind, the Conference energized the research community to focus more on the concept of researching food, not simply food components, as a way of making gains in the area of disease prevention," said Elizabeth Pivonka, President of the Foundation. The conference stimulated much discussion among scientists on lessons learned from past single nutrient studies, leveraging resources to fund necessary food synergy research, and thoughts on achieving greater support for this kind of whole foods research. The Conference concluded with a discussion examining future research directions and recommendations. An abridged version of a consensus paper on food synergy and the merits of this research area provided the framework for the panel's discussion. The full version of the paper will be submitted to a peer-reviewed journal for publication. *Please visit www.5aday.com for the abridged consensus paper and conference summary.*

NCI and AHRQ (cont'd from p1)

Healthcare Research and Quality (AHRQ) to conduct an audience assessment prior to its dissemination. The assessment, using an approach called *concept mapping*, is an interactive process that supports development of conceptual frameworks. Input for the assessment is being solicited from health researchers and practitioners and will provide insight into:

- Tailoring information from the Report to address specific questions, concerns, and misconceptions;
- Identifying new research priorities based on high priority questions not answered by the evidence report; and
- Developing adjunct materials based on need and importance (e.g., tailored fact sheets, Q&A Web site).

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